

Abstract

The aim of the diploma thesis *Media Representation of Adultery and Its Participants From the 1970s* is to analyze and describe the image of partner infidelity in selected Czech and Czechoslovak television series through the time and sociocultural context. The analyzed material and topic requires first an outline of the basic media theories, with focus on the theory of media construction of reality. Then follows the theoretical concept of partnership and adultery, at first seen through the optics of social context and then through the partnership itself, which helps us to understand the imaging analysis, models and stereotypes in the stories. The third theoretical chapter brings a brief description of the history of the Czechoslovak and Czech series, with an emphasis on the period since the 1970s accompanied by the theory of construction of reality in television series. We analyze three series – *Nemocnice na kraji města*, *Život na zámku* and *Ordinace v růžové zahradě*; our analysis is based on qualitative methods, specifically the naratological and discourse analysis, which helps us in the end to answer the defined research questions, to record the occurrence of certain models or stereotypes in the image of unfaithful characters, plots and other interesting phenomena within the social context of the series.